

Tea in Norway

Market Direction | 2022-12-21 | 21 pages | Euromonitor

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Report description:

The resumption of cross-border trade with Sweden had a negative impact on domestic, off-trade volume sales of tea in Norway during 2022. Overall cross-border sales bounced back to pre-pandemic levels by early in Q2 of the year.

Euromonitor International's Tea in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tea market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Resumption of cross-border trade leads to a decline in tea in 2022

Fruit/herbal tea characterised by greater functionality

Haugen-Gruppen AS and Unilever AS retain outright lead in tea in 2022

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